



How to Develop a Mobile Strategy

NOKIA
Connecting People

BRAVEN

Disney

Hard Rock
HOTEL & CASINO

Presenter

Andy Etemadi

EYEMAGINE | President & Chief Technology Officer


tokidoki




UNIVERSAL AUDIO


TOYOTA

Sheridan 

Presenter

Greg Lett

Lett Direct | Vice President Web Marketing



Agenda

- Mobile Trends in eCommerce
- Why is Mobile Commerce Relevant?
- When to Plan a Mobile Strategy
- What does an Effective Mobile Strategy Look Like?
- When to Start a Mobile Commerce Strategy

Mobile Trends in eCommerce

- In June 2012 Google officially announced a strong preference for responsive design.
 - <http://searchengineland.com/google-finally-takes-a-clear-stance-on-mobile-seo-practices-123543>
 - Device-specific HTML will also work, but is less desirable.
- Site errors affecting mobile visitors will negatively affect your rankings for mobile searches for organic and paid traffic.
- Do not use mobile subdomains, such as “m.mysite.com”.



Mobile eCommerce Trends 2013

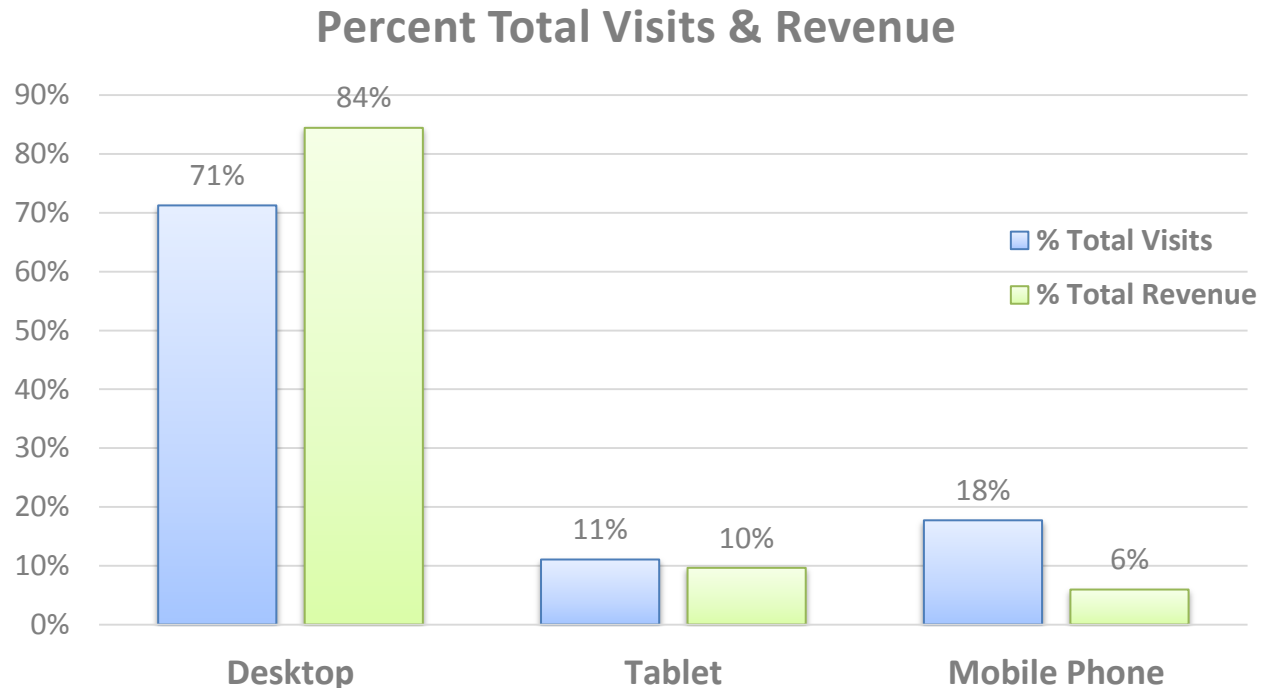
REVENUE VS. TRAFFIC



Mobile Traffic vs. Mobile Revenue

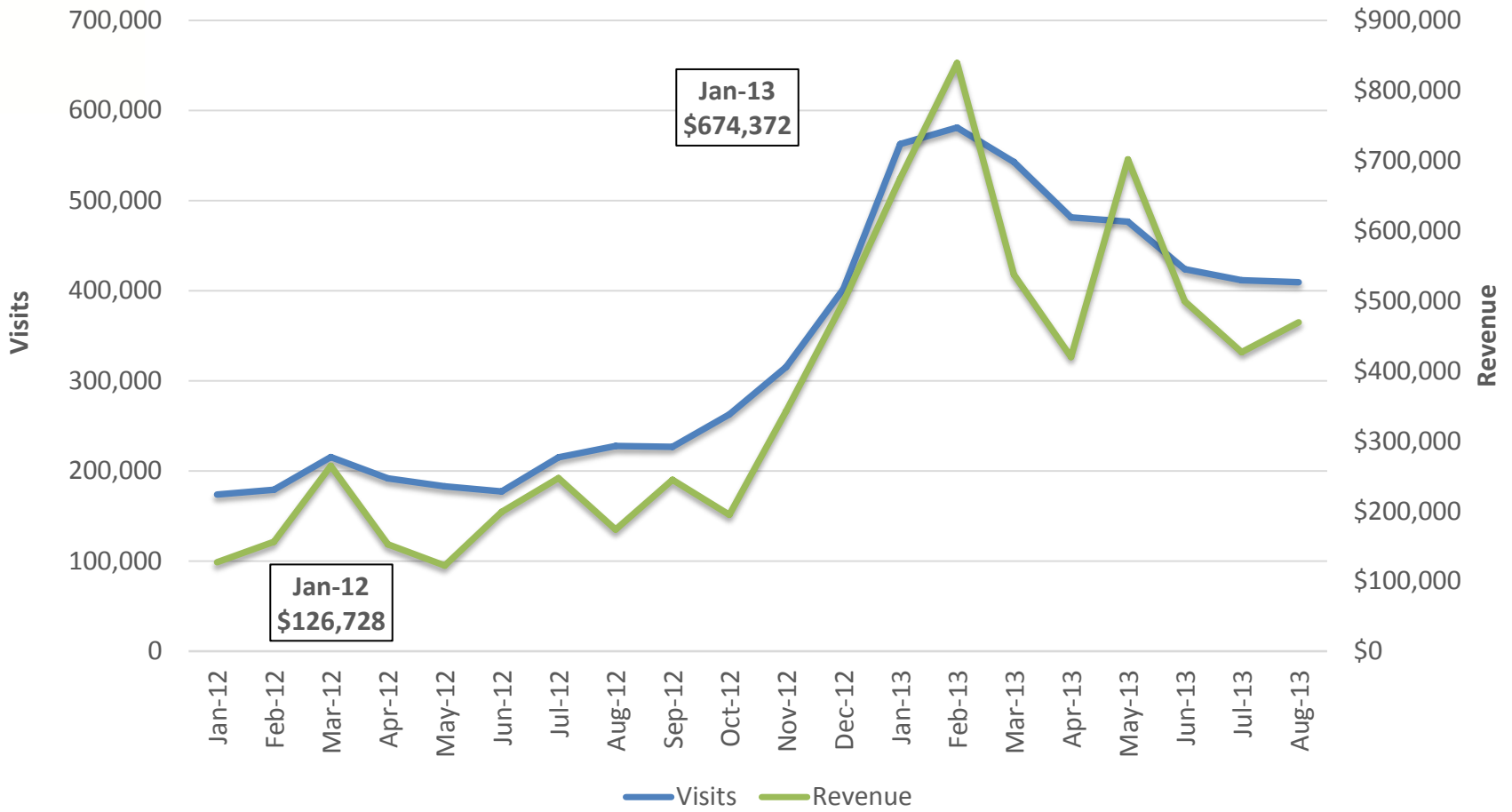
Why is Mobile Commerce Relevant?

- Across 25 non-mobile sites we surveyed, which is inclusive of 27M visits and \$86M in gross revenue, we found:



*Data from 1/1/2013 through 8/31/2013

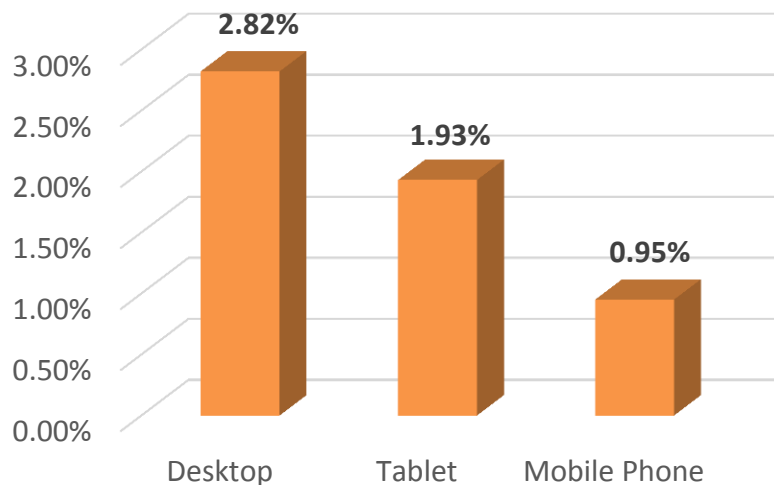
YOY Mobile Phone Visits & Revenue



Behavior of Mobile Visitors on Non-Mobile Sites

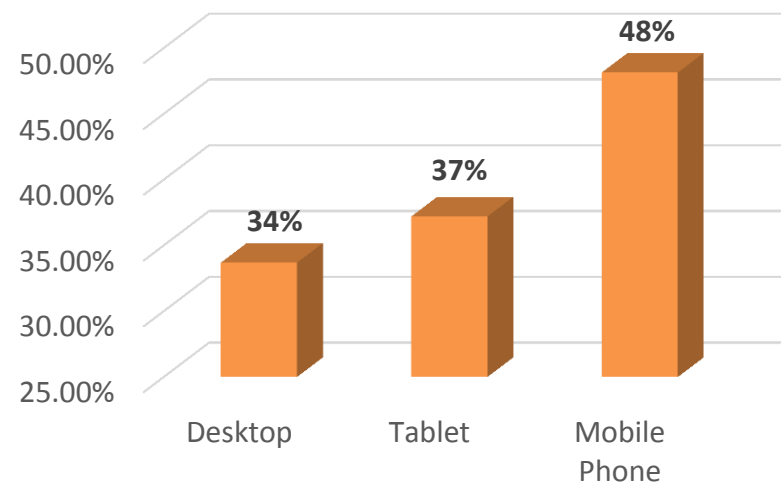
We can easily see that browsing behavior has quite a large variance across devices.

Conversion Rates by Device



Conversion rates on mobile phones are **-67%** below desktops.

Bounce Rate by Device



Mobile phone bounce rate is **+43%** higher than desktops.

*Data from 1/1/2013 through 8/26/2013



Performance

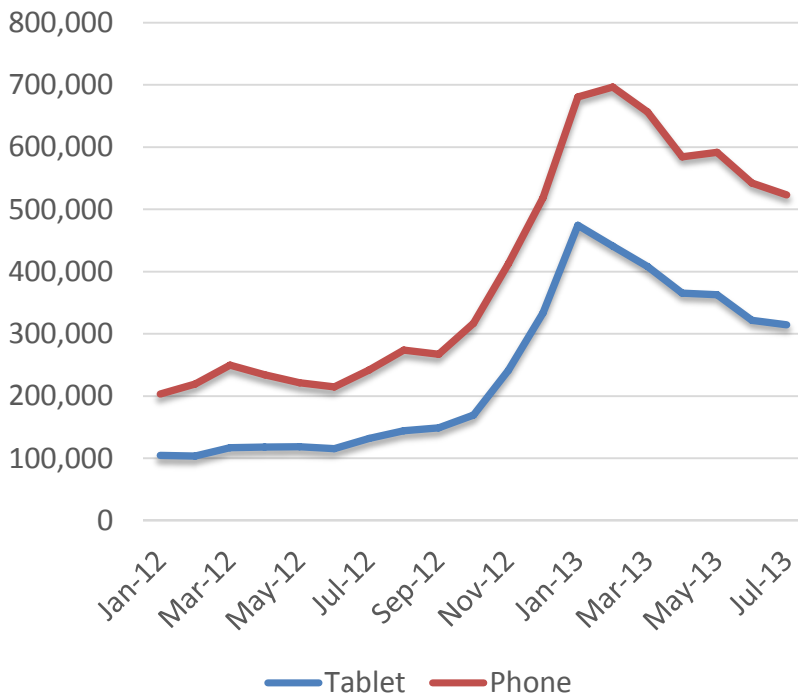
Performance across device types does matter and is typically substantial. Let's take a look at behavioral data...

Traffic & Orders by Device

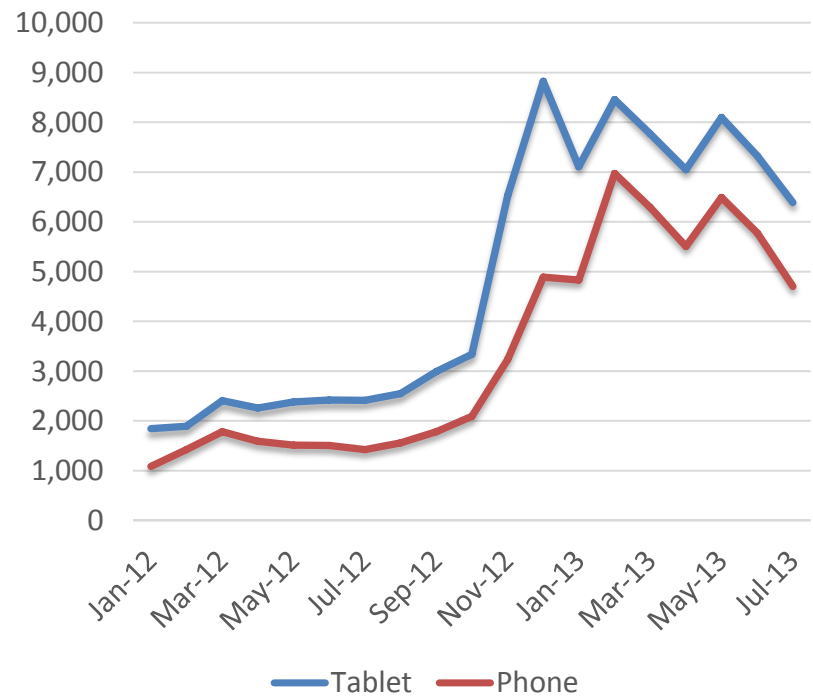
Mobile phone visits are **68% higher** than tablets.

Mobile phone orders are **30% lower** than tablets

Visits by Device



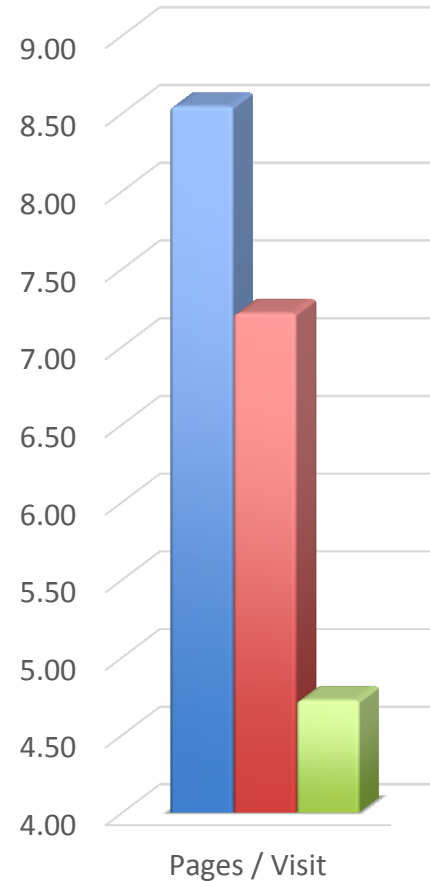
Transactions by Device



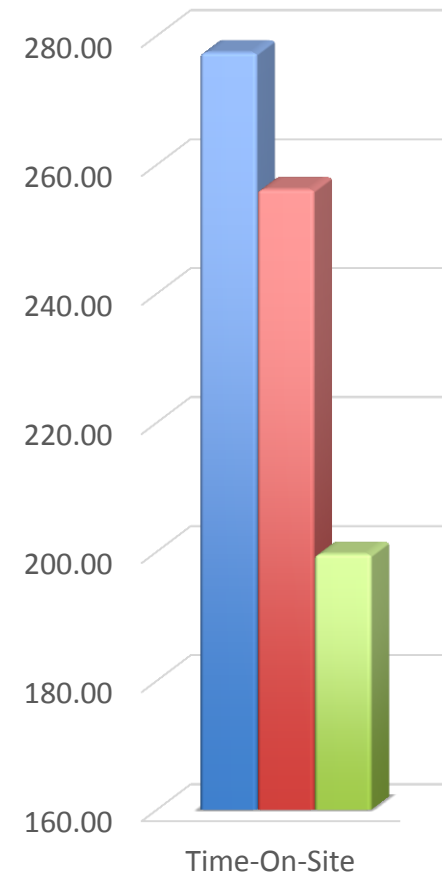
Pages-Per-Visit & Time-On-Site *Non-Mobile Sites*

- Mobile phone pages-per-visit is -45% compared to desktops and -35% compared to tablets.
- Mobile phone time-on-site is -28% compared to desktops and -22% compared to tablets.
- It's apparent that mobile phone visitors behave differently and it's important to cater to their browsing style.

Pages/Visit



Time-On-Site



■ Desktop ■ Tablet ■ Phone

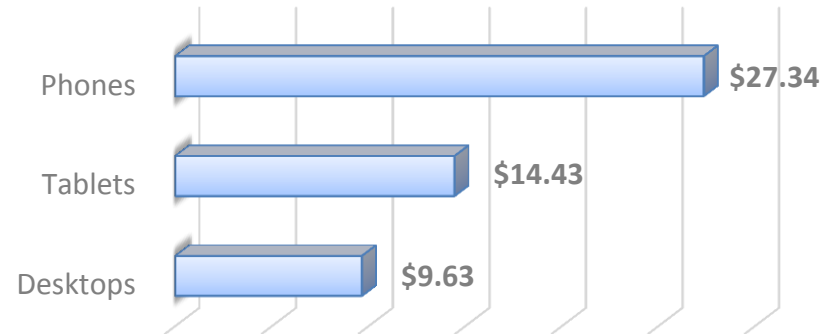
■ Desktop ■ Tablet ■ Phone

So, what about PPC (paid search)?

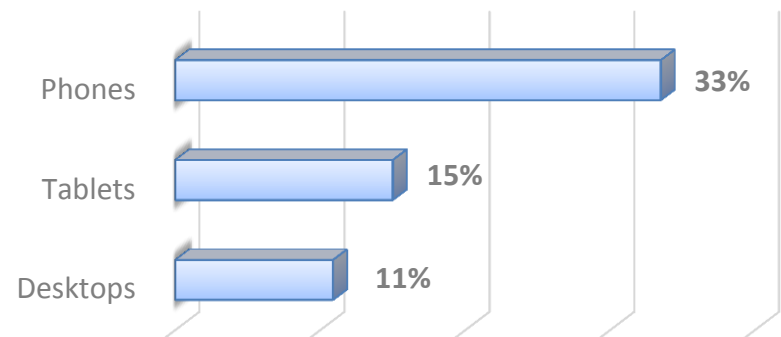
Non-Mobile Sites

- How does all this affect my Pay-Per-Click program? I'm just paying for a click, so post-click behavior doesn't matter, right?
 - Not quite...
- Quality Score is the primary driver of your cost-per-click in AdWords. It is an indication of how confident Google is in your site.
 - They stated that they're now basing a larger part of the Quality Score calculation on post-click visitor behavior.

Cost / Transaction

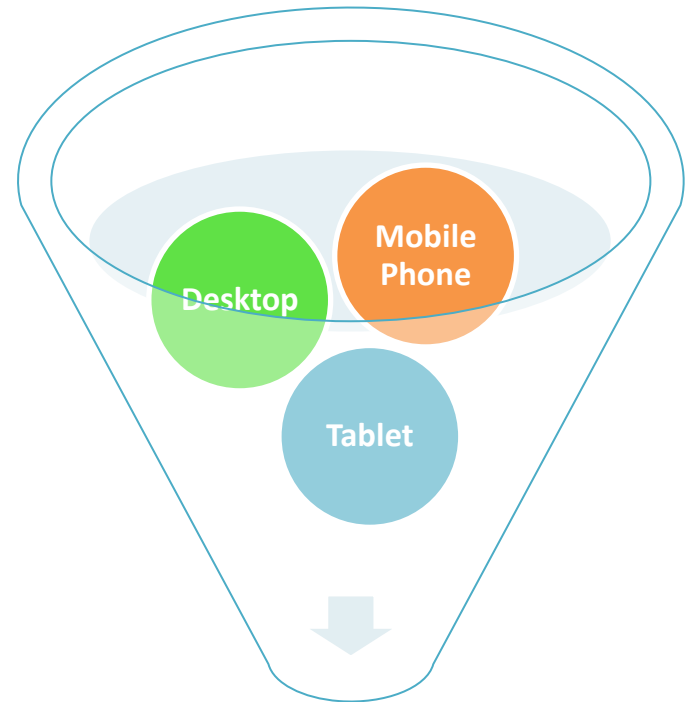


Ad Cost to Sales Ratio



Mobile Devices & The Conversion Funnel

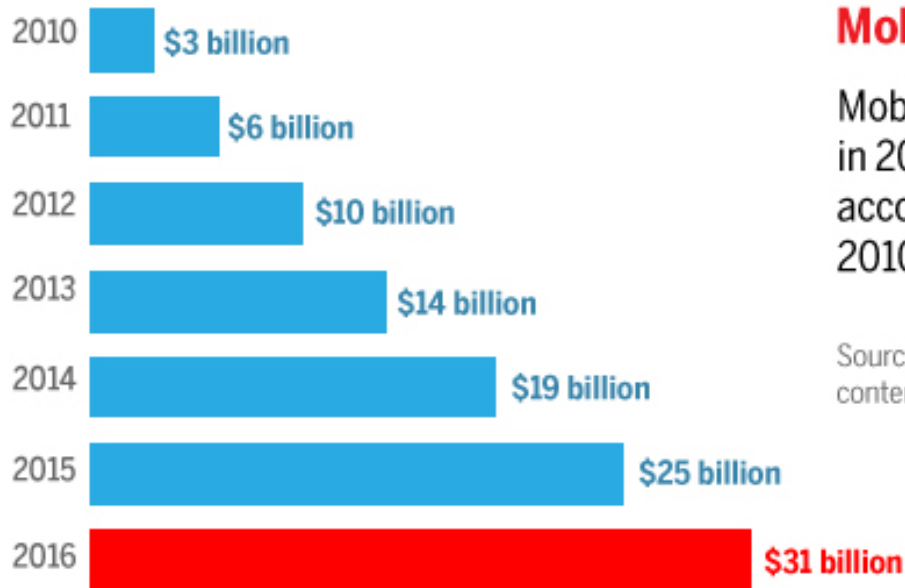
- Today, with Google Analytics, it can be a little difficult to determine the role mobile devices play in the conversion funnel.
- Google's Universal Analytics will solve this, but not many have implemented the required coding change yet.
 - Track visitors rather than visits.
 - Analyze interactions across devices, browsers, including both online and offline transactions.



Conversion???



WHEN TO PLAN A MOBILE STRATEGY



Mobile Commerce Sales: 2010-2016

Mobile commerce sales will grow from \$3 billion in 2010 to \$31 billion in 2016. M-commerce sales accounted for only 1% of e-commerce sales in 2010, but will increase to 7% in 2016.

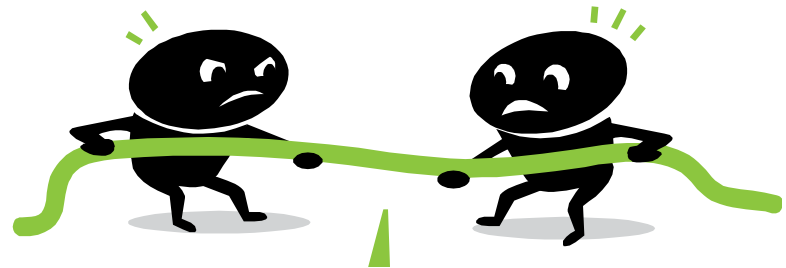
Source: Forrester Research Inc., sales of merchandise excluding digital content such as ring tones and mobile games

When is Mobile Commerce Going to be Relevant?

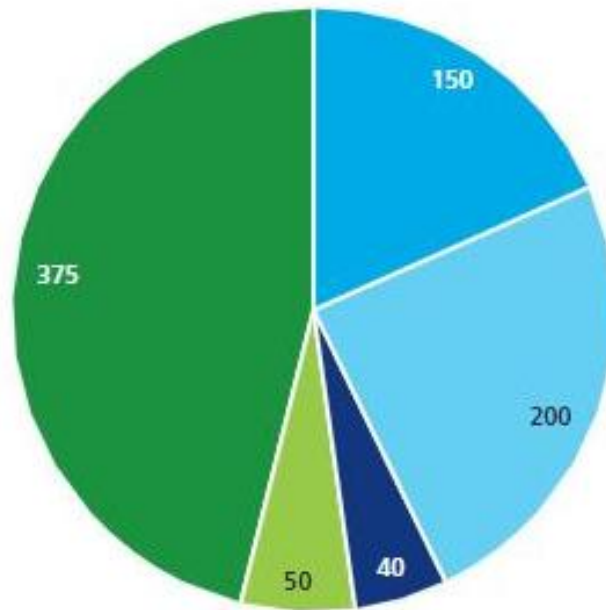
NOW!

Competitive Landscape

- Mobile started to be relevant years ago
- Revenue will be lost to Mobile-Optimized Competitors
- Google Announced Penalty for Non-Mobile Sites



Computer Sales vs. Other Devices (Millions)



PC

Desktops

Laptops

Netbooks

Non-PC

Tablets

Smartphones

Source: Deloitte Touche Tohmatsu Limited, 2010

Mobile Devices Out-Sold PCs in 2011

375 Million Smartphones sold

200 Million Laptops sold

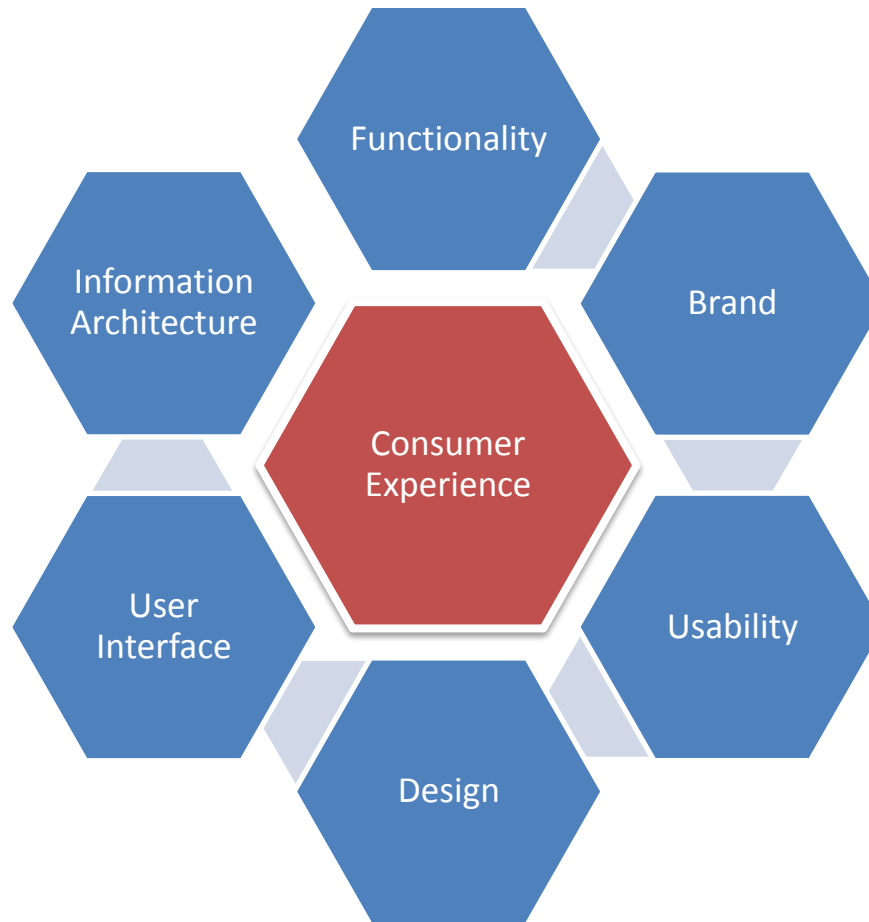
150 Million Desktops sold

Source: <http://www.marketingcharts.com/wp/direct/mobile-devices-to-overtake-pcs-this-year-15836/>

MOBILE STRATEGY

--- *is it really that important?* ---

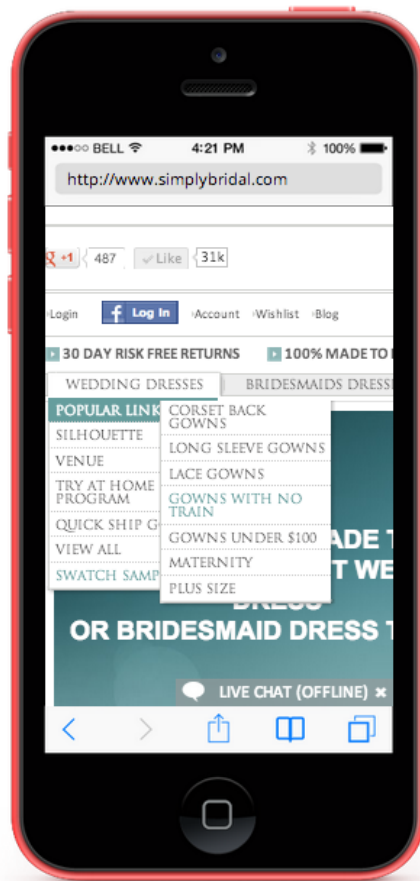




WHAT DOES AN EFFECTIVE MOBILE STRATEGY LOOK LIKE?

Desktop website:

- Small font
- Difficult to navigate
- Unable to use the site properly



Mobile website:

- Large buttons and navigation elements
- Large font
- Usable interface



MOBILE-OPTIMIZED WEBSITE (AKA RESPONSIVE)

A single website at one URL changes shape when viewed from a mobile device (right)
Layout and User Interface Elements dynamically change to improve User Experience



Source: <http://www.printerland.co.uk/PrinterlandNews.aspx>

Responsive Web Design

Automatically Scales with Device Resolution

Large Font

Optimized Images

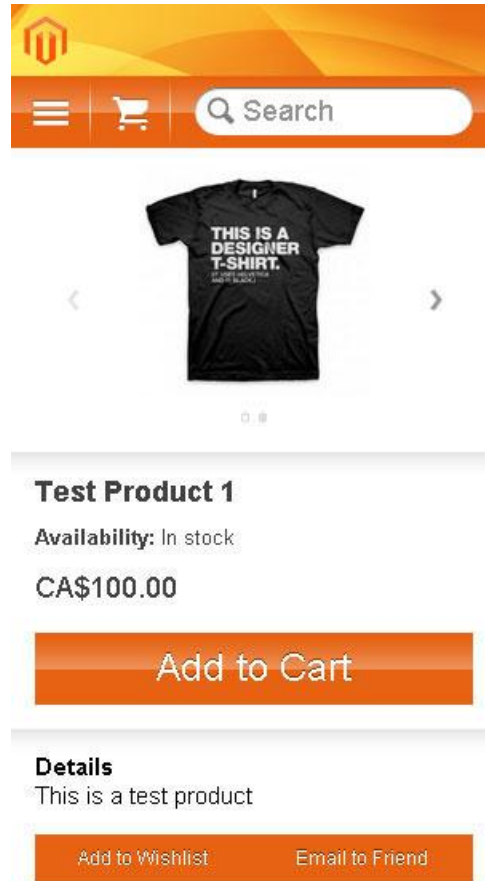
One URL, Many Resolutions



Mobile-Optimized Email Communication

Responsive Email Templates

Many Email Service Providers offer Responsive Templates



Simple Product Details

Keep images, title, and prices large and descriptive
Add To Cart – the most important button on the store



Where to Start a Mobile Commerce Strategy



Make it easy and effective...

EXPLORE YOUR OPTIONS WITH AN EXPERT

Current eCommerce Platform



Magento Enterprise Global Rec

Dashboard Sales Catalog Mobile Customers Sales Agent Promotions Newsletter CMS **Reports**

Commissions by Customer Report

Show Report For: All Websites

Filter

From: 1/1/13
To: 4/30/13
Sales Agent: --Any--

Customer Name	Number of Orders	Order Totals	Avg
Steven Robbins	2	1727.4	
Jon1 Villa	4	242.56	
Steve Robbins	1	22.92	
Ricky Martini	6	1270.87	
	13	3263.75	

[Help](#) [Log Out](#) [View My Account](#) [Report All Bugs](#)

Interface Locale: [English \(United States\)](#) / [English](#)

Magento ver. 1.12.0.2

Magento Enterprise Logged in as agent@1 - Wednesday, April 24, 2013 Log Out

Sales **Sales Agent** Newsletter System [Get Help for this page](#) [Create New Order](#)

Page 1 of 1 page | View 20 per page | Total 6 records found | [View Order 333](#) | Export to: CSV | Export | [New Filter](#) | Search

Order #	Purchased From (Store)	Purchased On	Bill to Name	Ship to Name	O.S. (Store)	O.S. (Purchased)	Status
100000006	mycoocall.net MyCoocall Wholesale B2B English	Apr 14, 2013 12:00:40 PM	Ricky Martini	Ricky Martini		\$195.06	Pending
100000005	mycoocall.net MyCoocall Wholesale B2B English	Apr 14, 2013 11:57:27 AM	Ricky Martini	Ricky Martini		\$195.06	Pending
100000004	mycoocall.net MyCoocall Wholesale B2B English	Apr 14, 2013 11:49:41 AM	Ricky Martini	Ricky Martini		\$218.42	Pending
100000003	mycoocall.net MyCoocall Wholesale B2B English	Apr 14, 2013 10:12:47 AM	Ricky Martini	Ricky Martini		\$206.54	Pending
100000002	mycoocall.net MyCoocall Wholesale B2B English	Apr 13, 2013 6:10:06 PM	Ricky Martini	Ricky Martini		\$136.74	Processing
100000001	mycoocall.net MyCoocall Wholesale B2B English	Apr 13, 2013 6:02:11 PM	Ricky Martini	Ricky Martini		\$318.05	Pending

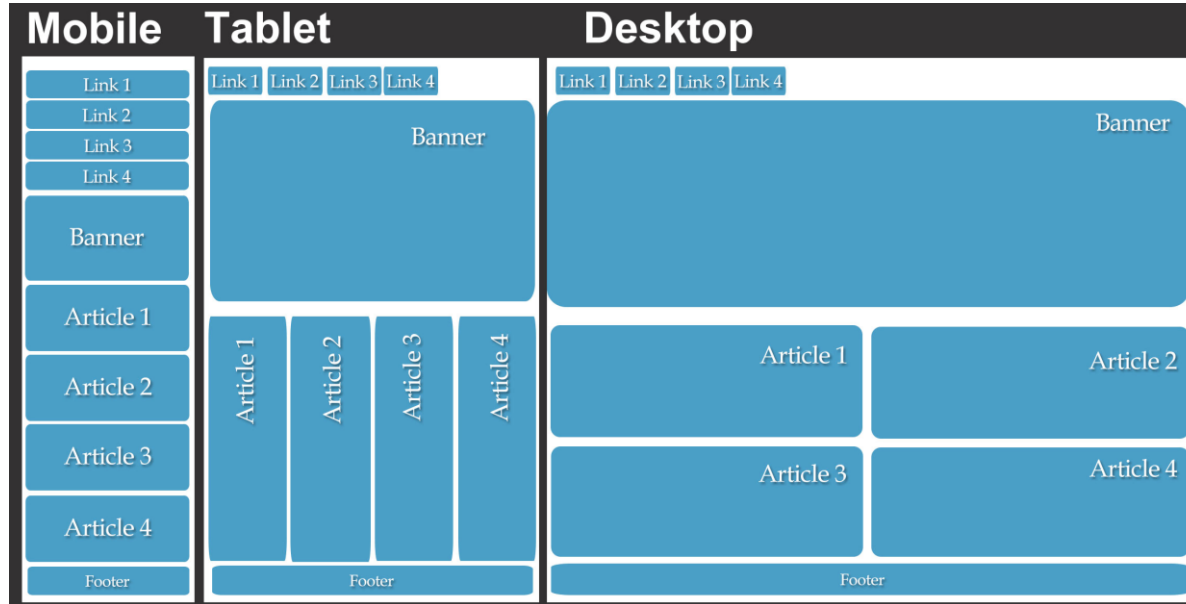
Explore theme options with the current eCommerce Platform

Does the current platform offer responsive theme capabilities?

If not, identify eCommerce platforms that do



Responsive Design and Implementation



Consider a Responsive Design and Implementation

Stay in step with Google
Increase Conversions from Mobile Traffic
Mend the Barrier to Entry, and keep it high



Key Takeaways

WHAT'S THE POINT?

Key Takeaways

- Mobile is not something to start thinking about in the future... NOW is the time
- Start an Effective Mobile Strategy
 - Identify the pain points
 - Set goals based on the most urgent KPIs that, once resolved, would yield the highest value
 - Measure success
 - Need help with any of these steps?
Contact us
- Convert your existing mobile traffic with Responsive Design

What Should I Do Now?

- Determine the KPI in need of improvement
 - # of Transactions
 - Average Order Value (AOV)
 - Total Revenue
 - % of Annual Growth
- Understand the gap between your current business and mobile-enabled business
- Contact the EYEMAGINE and Lett Direct for Mobile/Responsive Design strategy specific to your business

Thank You

Andy Etemadi
CTO/President

magento@eyemaginetech.com

(949) 218-1331 ext. 250

Greg Lett

VP Web Marketing

greg@lettdirect.com

(231) 267-5469

FREE RESPONSIVE BUSINESS ANALYSIS